

Message Text

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21

ACTION ARA-10

INFO OCT-01 ISO-00 CIAE-00 EB-07 INR-07 LAB-04 NSAE-00

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FM AMEMBASSY QUITO

TO USDOC WASHDC

INFO SECSTATE WASHDC 4780

AMCONSUL GUAYAQUIL

UNCLAS QUITO 1750

E.O. 11652: N/A

TAGS: BEXP, EC

SUBJECT: US PAVILION, IV GUAYAQUIL INTERNATIONAL TRADE FAIR

REF: USDOC 2937

1. AFTER CONSIDERATION OF SUBSTANCE OF REFTEL, AND REALITIES OF DO-IT-YOURSELF PAVILION FROM STANDPOINTS OF MANPOWER RESOURCES AVAILABLE AND FINANCIAL COMMITMENT INVOLVED, WE HAVE DECIDED ON CHANGE OF STRATEGY. ON MARCH 3, COMATT AND CONGEN COMOFF VISITED FAIR DIRECTOR FERNANDO LEBED AND WORKED OUT AGREEMENT IN WRITING BY WHICH LEBED WOULD DEAL DIRECTLY WITH ALL INTENDING EXHIBITORS FOR PURPOSE OF PROVIDING INFORMATION, SIGNING CONTRACTS AND ARRANGING FOR CONSTRUCTION AND DECORATION OF STANDS. THIS IS ESSENTIALLY WHAT LEBED HAD PROPOSED IN DEC 1973 LETTER TO CONSULATE. LEBED STILL VERY ANXIOUS TO HAVE OFFICIAL US PAVILION AND COSTS AND SERVICES REMAIN ACCORDING TO CONCESSIONS OBTAINED BY USDOC OFFICIAL THOMAS. IN SUM, AN EXHIBITOR MAY OBTAIN 3 X 6 METER (18 SQ. METERS) INDOOR STAND FOR US\$1,800, WHICH COST INCLUDES RENTAL, CARPETING, ALL UTILITIES AND SERVICES EXCEPT INTERPRETERS, AND BASIC CONSTRUCTION

OF STAND. LEBED ALSO AGREED TO PROVIDING FREE OF CHARGE A 120 SQ. METER SPACE FOR USE FOR BIC AND IMAGE EXHIBIT. EXHIBITORS MAY CONTRACT PAVED OUTDOOR SPACE AT TOTAL COST OF US\$14 PER SQ. METER.

2. CONGEN AND EMBASSY'S ROLE, THEREFORE, WILL BE LIMITED TO A)

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ASSISTANCE IN RECRUITMENT OF EXHIBITORS; B) LOCAL PUBLICITY; C)

ORGANIZATION AND STAFFING OF BIC; D) AMERICA DAY RECEPTION AND OTHER DESIRABLE SOCIAL EVENTS; AND E) GENERAL SUPPORT FOR FAIR AUTHORITIES AND EXHIBITORS, INCLUDING CLOSE MONITORING OF PROGRESS.

3. POSTS ASSUME THEY CAN STILL COUNT ON COMMERCE TO PROVIDE PROMISED ASSISTANCE: RECRUITMENT OF SOME NTE/NTM FIRMS, DESIGN AND EXHIBITS PACKAGE, AND VISIT OF COMMERCE SPECIALIST. LAST SERVICE IS NOT IMMEDIATELY NEEDED, AND COMMERCE WILL BE ADVISED IF AND WHEN REQUIRED. WE THINK ONE WEEK VISIT IN AUGUST BY COMMERCE SPECIALIST WILL BE SUFFICIENT.

4. RECRUITMENT: FAIR MANAGER LEBED WILL RECRUIT EXHIBITORS FROM AMONG ECUADOREAN REPS AND DISTRIBUTORS OF US COMPANIES IN GUAYAQUIL AREA, WHILE CONGEN AND EMBASSY WILL ASSIST BY CANVASSING SIMILAR FIRMS

IN QUITO AREA AS WELL AS NTM/NTE FIRMS FROM US. EMBASSY HAS PRODUCED SELECTIVE LIST OF ABOUT 170 US FIRMS WHICH IN PAST HAVE INDICATED INTEREST IN SELLING IN ECUADOR, AS WELL AS SECOND LIST OF 20 US TRADE ASSOCIATIONS, AND WILL SOON BEGIN LETTER CAMPAIGN IN ATTEMPT TO RECRUIT A NUMBER OF NTM/NTE EXHIBITORS. COPIES OF THESE LISTS WERE AIRPOUCHED TO COMMERCE MARCH 10 TO PRECLUDE DUPLICATION WITH COMMERCE'S

OWN RECRUITING EFFORTS. EMBASSY WILL ALSO CONTACT QUITO-BASED FIRMS. CONGEN GUAYAQUIL WILL INITIATE OWN RECRUITMENT CAMPAIGN IN U.S., AND WILL PERSONALLY WRITE TO MISSISSIPPI, FLORIDA AND GEORGIA STATE MARKETING ASSOCIATIONS, WHICH HAVE ALREADY EXPRESSED INTEREST, AS WELL AS TO MEMBERS OF RECENT AGRICULTURAL/FOOD PROCESSING AND PACKAGING EQUIPMENT TRADE MISSION. USDOC IS REQUESTED TO PURSUE OTHER CONTACTS AS INDICATED IN PARA 2C OF REFTTEL, CONCENTRATING ON PRODUCT CATEGORIES MENTIONED IN QUITO 8331. INTERESTED US FIRMS SHOULD SEND LETTER OF INTENT AND DEPOSIT OF 20 PERCENT (US\$360 FOR 3 6 SQ. METER STAND) DIRECTLY TO CONGEN NLTL APRIL 15 FOR TRANSMITTAL TO LEBED. ADDRESS AIRMAIL AS FOLLOWS: COMMERCIAL SECTION, AMERICAN CONSULATE GENERAL, C/O DEPT. OF STATE, WASHINGTON D.C. 20520. CHECKS OR DRAFTS TO BE MADE OUT TO FERIAS, S.A. LEBEL IS ALLOWING UNTIL MAY 1 FOR RECRUITMENT OF NTM/NTE US FIRMS BEFORE COMMITTING ALL PAVILION SPACE TO LOCAL DISTRIBUTORS; ONLY CONDITION FOR LATTER IS THAT PRODUCTS DISPLAYED MUST BE AT LEAST 33 PERCENT US ORIGIN IN VALUE. RECRUITMENT OF LOCAL REPS IS PROCEEDING WELL. AT MEETING HELD IN GUAYAQUIL MARCH 6 BETWEEN LEBED, CONSULAR OFFS, UNCLASSIFIED

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AND TWENTY-EIGHT LOCAL DISTRIBUTORS, TEN FIRMS TENTATIVELY BOOKED SPACE FOR THIRTY (30) STANDS.

5. DESIGN PACKAGE: REQUEST THAT COMMERCE FORWARD DESIGN AND EXHIBIT PACKAGE VIA AIRMAIL SOONEST.

6. OTHER FACTORS AND DATA: A) ALL MESSAGES ON US PAVILION HENCEFORTH SHOULD BE SENT ACTION GUAYAQUIL, INFO QUITO; B) ADDITIONAL DETAILS

ON COST, SERVICES, AND DUTY-FREE ENTRY FOLLOW BY SEPTTEL; C) USIS
QUITO WILL ATTEMPT TO OBTAIN SUITABLE IMAGE EXHIBIT, PERHAPS ON
BICENTENNIAL THEME, D) FAIR MANAGEMENT WILL PRINT ONLY EXHIBITOR
CATALOG FOR ENTIRE FAIR. WE HOPE TO PRINT SEPARATE US PAVILION
CATALOG FOR PRE-FAIR MAILING AND OTHER PUBLICITY, HOWEVER NO FUNDS
AVAILABLE HERE. REQUEST ADVISE IF COST OF PRINTING MAY BE CHARGED
TO EITHER USDOC OR USIA.
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